

# COYOTE VALLEY SPECIFIC PLAN

## Land Planning/Urban Design Consultants Presentations

January 12, 2004

### 1. Composition and Roles of Each Firm in the Team:

Johnson Fain in association with Ken Kay Associates is a uniquely qualified team to work with the City, community and stakeholders on this project. We are dedicated to creating culturally rich, pedestrian-friendly environments of lasting value; we are a collaborative team with a proven track record, experienced with related projects in Coyote Valley, San José and throughout California. The team understands priorities of both the public and private sectors, and we are committed to both visionary ideas and implementable solutions. We are accustomed to developing effective presentation materials and report graphics and are able to complete projects on time and on budget.

**Johnson Fain**, a California corporation, has prepared master plans, Specific Plans, and design guidelines for many significant New Towns, city districts and campuses, including a 6,000 acre new town expansion of Honolulu as the Secondary Urban Center for the State of Hawaii, the Mission Bay Master Plan in San Francisco, The Woodlands in Texas, and the City of Irvine, California. Johnson Fain has developed a number of Specific Plans for downtown transit-oriented districts as well as major suburban districts in Los Angeles and southern California and our experience includes master plans for numerous jobs-generating high-tech R&D developments and corporate settings.

**Ken Kay Associates** has been at the forefront of efforts to shape growth through creative and comprehensive designs and plans for projects ranging from infill developments to sustainable greenfields. Respectful of local ecology and culture, Ken Kay's plans focus on balancing developments with the natural environments, buildings with open spaces, and market forces with public vision and policy. The office brings a wealth of knowledge about Coyote Valley having worked on the North Campus Industrial Area Master Plan for over two years, and has extensive experience working on Specific Plans.

Our respective design teams have dedicated our most knowledgeable senior staff to the Coyote Valley project. Principals William H. Fain Jr. and Ken Kay will personally lead in all public hearings and make all Task Force presentations.

### 2. Relevant Previous Experience:

The Johnson Fain / Ken Kay Associates team has been responsible for some of the leading new community master plans and urban design concepts. The projects include numerous national award-winning plans for a broad range of clients both public and private

#### Representative Clients

##### **Community Development:**

Alameda Marina Village Association  
Boeing Realty Corporation  
Burlington Northern, Inc.  
Catellus Development  
Forest City Development  
Lewis Operation Corporation

River Bend (OR) Limited Partnership  
The Irvine Company  
Triad Communities, Vacaville  
The Woodlands, Texas

##### **Economic Development:**

Amgen, Inc.  
Beckman Instruments, Inc.

Carrier Centers/360 Networks  
Experian  
Genentech, Inc.  
Hitachi Global Technologies  
IBM Corporation  
Infomart  
Mills Corporation

#### Selected Projects



*The North Coyote Valley Master Plan and Guidelines presented a strong framework of public infrastructure based on sustainable environmental design principles and incremental phasing opportunities.*

*The master plan for the new town of The Woodlands, Texas, in collaboration with Ian McHarg, incorporated a full range of jobs and housing in a highly sensitive environment with Significant hydrology constraints.*





*The framework of the Mission Bay Master Plan grows from the historic "Vara Block" scale of San Francisco, and balances housing and employment in a transit-oriented, walkable community integrally tied to the city fabric.*

*A master plan for the 1,240 acre St. Vincent's/Silveira Baylands property was prepared in collaboration with County and City staff to produce a land use policy and vision for this sensitive site in Marin County.*



*The master plan for the Nader Property is a Model project for the Sacramento region that uniquely combines sustainability, conservation and restoration while also providing the health benefits of living adjacent to extensive open space and park systems.*

*The new City of Kapolei, Hawaii is the official secondary urban center of the City and County of Honolulu, and is the largest planning project since Hawaii statehood. The Town Center Plan encourages elements of traditional Hawaiian culture, scaled for the pedestrian and oriented to views of the ocean and mountains.*



### 3. Approach to preparing Coyote Valley Specific Plan:

The Johnson Fain / Ken Kay team brings the combined years of each firm's experience in preparing large-scale master plans, Specific Plans and Development Agreements in complex planning environments to a process for Coyote Valley that will result in a world-class model for future development incorporating principles of transit-oriented mixed use to establish a balance of jobs and housing. Our approach is iterative in nature, beginning with a broad "big picture" view of the planning area, its context, and the various forces that act upon it. We then focus on the generation of development alternatives each of which has a distinct character. Through the design review and public input process these alternatives will be narrowed to a Preferred Alternative. In our experience, the Preferred Alternative will be based on a single alternative, yet it will be a hybrid plan, including significant special features of the alternatives not selected. This approach has the consensus-building advantage that the Preferred Alternative will allow the greatest number of people to support the ultimate plan. Our approach to the process of plan-making for the Coyote Valley will emphasize these issues:

#### Environmental Footprint

- Familiarity with the context / respect the valley heritage
- Understanding site conditions - hydrology
- Balance environmental opportunities/constraints with urban development density distribution
- Balance quantitative and qualitative factors
- Protect and integrate the southern Coyote Greenbelt
- Efficient synthesis of Group I work

#### Transit Oriented Development

- "Transit first community" - a key component to Smart Growth
- Take advantage of transit opportunities - Light Rail Corridor
- Establish walkable neighborhoods and mixed use around transit nodes

#### Phasing of Infrastructure and Development

- Jobs and Housing Phasing - understanding the new forms of employment-generating industrial campuses
- Yield analysis - explore alternatives and provide flexibility to changing market conditions
- Balance Specific Plan provisions with realities of implementation

#### Community Based Planning / Placemaking

- Create a distinctive plan that is "of the place"
- Discover the "Cultural Landscape" of Coyote Valley - research history and incorporate the existing framework
- Establish community ownership - "buy in" through well crafted outreach
- Use Alternative Plan stage to flush out issues - establish consensus without pre-conceptions

#### Property Ownership Patterns

- "Property lines mean something"
- Testing of densities and respective implications
- Establish development equity in distribution of uses and densities
- Implications of North Coyote Valley Entitlements and integration of north, central, and south districts

#### Action Oriented Implementation

- Importance of a sound "framework"
- Plan must be "developable"
- Balance community and property owner needs with cost of development